USDA Weekly Retail Turkey Feature Activity

Fri. Jan 04, 2013

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/04 thru 01/10.

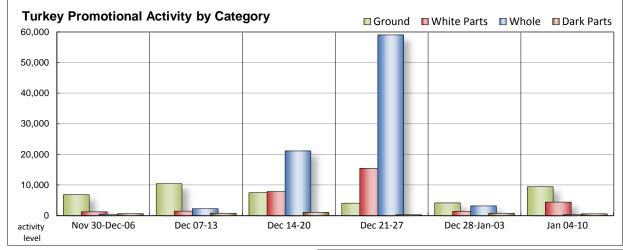
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

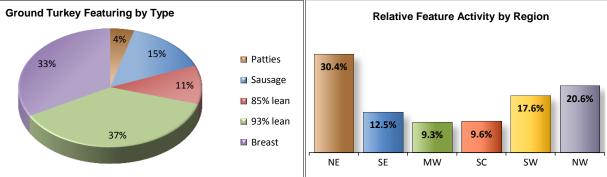
(prices in dollars per pound fresh unless otherwise noted;												
NATIONAL SUMMARY												
	THIS	WEEK	LAST	WEEK	LAST YEAR							
Feature Rate 1/	50.9%	of 22,500	22.9%	of 22,500	33.9% of 22,500 outlets 2.6%							
reature Nate	ou	tlets	ou	tlets								
Special Rate 4/	2.	1%		2%								
Activity Index 2/	19	,070	10	,450	12,520							
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg						
WHOLE BIRDS:												
Fresh - Hens			430									
" - Toms			430									
Frozen - Hens	150		1,200		250							
" - Toms	150	1.18	1,080	1.22	220	1.48						
PARTS:												
Breast:												
Bone-in, whole	40	0.40	400	0.00	40	0.00						
Fresh	10		180		40							
Frozen	360	1.96	840	2.48	820	2.03						
Split, bone-in Fresh	240	2.00										
Rotisserie	-		60	7.32	200	7.36						
	2,370		60	1.32	280							
Boneless, whole	50		450	5 40	170							
Cutlets	770	4.25	150	5.43	1,230							
Cutlets, thin sliced					140	4.92						
Strips												
Tenders	600		140	_	290							
Marinated Tenders	1,850		960		480							
Drumsticks	190		60	1.66	330							
Thighs	10				10							
Wings	170	1.93	60		380							
Necks		4.00	50		10							
Smoked Drumsticks	30		200		130							
Smoked Wings	60		190		130							
Smoked Necks GROUND TURKEY:	100		200		120							
	9,420 400		4,130 310		6,720							
Patties	1,390		480		500 700							
Sausage 85% lean	1,000		490		290							
93% lean	3,520		2,070		2,770							
Breast	3,110		780		2,460							
Rolls (frsh/frz 1 lb.)	800		30		440							
Specialty 5/	000	2.40	30	1.70	770	2.00						
Patties	630	4.12										
93-94% lean	1,080		60	5.10	320	4.44						
Breast	30			0.10	10							
Note: rolls & specialty no			turkey tota	al and weig								

This Week's Turkey Feature Highlights

Retail feature activity is more active with the holiday season behind us and a new year just begun. Few stores promote whole turkeys; we won't see many ads on them until the next holiday period. Offerings are less active on fresh and frozen bone-in breasts, however fresh split bone-in breasts are getting some space in the circulars. Promotions on rotisserie breasts are very active and can be found in almost every region this week. Features on boneless white parts are more prominent and prices are lower, a good choice for shoppers looking for a healthy meal. Fewer stores promote dark parts; advertised prices are higher. Feature activity on ground turkey more than doubles; the 93% lean and ground breast are the most actively promoted, they are also the healthiest choices. Specialty 93-94% lean is also heavily promoted this week. Deli feature activity increases; school holidays are over and it is time to start packing lunches again. Service deli promotions are

most active on thin slicing meats. Self-service deli feature activity increases on processor brands, decreases on private brands.





All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising <u>any</u> reported turkey item during the current week, expressed as a percentage of the total sample. 2/ Activity Index: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/ Stores/Avg: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/ Special Rate: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.) 5/ Specialty: products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.



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(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	NORTH	HEAST U.S.		SOUT	HEAST U.S.		MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) 35.0% of 4,000 sampled outlets				
	(CT,DE,MA,MD,M	E.NH.NJ.NY.PA.	RI.VT)	(AL.FL.GA.MS	S,NC,SC,TN,VA,V	VV)					
Feature Rate 1/		0 sampled outle	· · · · · ·	, , , , ,	00 sampled outle						
Special Rate 4/	0.4% of stores w	•		· · · · · · · · · · · · · · · · · · ·	v/ no-price prom		,	5.2% of stores w/ no-price promotions			
Activity Index 2/		Index = 7,080	Juliona		Index = 3,960	Otions					
Activity index	Price Range	Summa	m.	Price Range	Summa	ers (Activity Index = 1,980 Price Range Summary				
	(\$/pound)	Stores Wtd Avg		(\$/pound)	Stores Wtd Avg		(\$/pound)	Stores Wtd Avg			
	(4/604114)	0.0.00		(φ/ρσαιια)	0.0.00		(ψ/ροαα)	0.0.00			
WHOLE BIRDS:											
Fresh - Hens											
" - Toms											
Frozen - Hens	0.99 - 1.79	80	1.18				0.99 - 1.19	30	1.16		
" - Toms	0.99 - 1.79	80	1.18				0.99 - 1.19	30	1.16		
PARTS:											
Breast:											
Bone-in, whole											
Fresh							2.19	10	2.19		
Frozen	0.99 - 2.29	210	2.16	1.48 - 1.79	30	1.65	1.39 - 1.99	110	1.68		
Split, bone-in											
Fresh	2.99	240	2.99								
Rotisserie	6.99 - 9.99	170	7.59	7.99	740	7.99	7.99	80	7.99		
Boneless, whole	4.99	40	4.99								
Cutlets	3.99 - 4.99	740	4.27				3.99	30	3.99		
Cutlets, thin sliced											
Strips											
Tenders	3.99	510	3.99				3.99 - 4.49	50	4.16		
Marinated Tenders	3.73 - 4.79	390	4.25	3.73 - 4.26	1,410	4.19	4.26 - 4.33	30	4.30		
Drumsticks	1.49 - 1.99	180	1.93	0.70 4.20	1,410	4.10	1.49	10	1.49		
Thighs	1.10	100	1.00				1.89	10	1.89		
Wings	1.79 - 2.49	160	1.96				1.49	10	1.49		
Necks	1.79 - 2.49	100	1.90				1.43	10	1.43		
Smoked Drumsticks	1.99	20	1.99				1.99	10	1.99		
Smoked Wings	1.99	20	1.99	1.75	30	1.75	1.99	10	1.99		
Smoked Necks	1.79 - 2.89	100	2.12	1.75	30	1.75	1.55	10	1.55		
GROUND TURKEY:	1.75 - 2.05	100	2.12								
Patties	3.49 - 3.99	20	3.81	3.69	10	3.69	3.48 - 3.50	70	3.49		
Sausage	2.49 - 4.29	980	3.58	3.50	10	3.50	2.86 - 3.99	110	3.48		
85% lean	2.30 - 2.99	250	2.43	1.99 - 3.07	140	2.61	2.49 - 2.74	160	2.69		
93% lean	2.68 - 3.84	730	3.15	2.99 - 3.49	1,250	3.43	2.49 - 3.48	440	2.99		
Breast (99-100% lean)	3.84 - 6.15	710	5.07	3.84 - 4.39	200	4.17	3.98 - 4.58	200	4.27		
Rolls (frsh/frz 1 lb.)	0.99 - 2.49	30	1.99	0.04 - 4.00	200	7.17	1.67 - 2.79	420	2.34		
Specialty 5/	5.55 E. 10						2	1.23	2.01		
Patties	3.99 - 5.99	560	4.14	3.99	70	3.99					
93-94% lean	3.50 - 4.99	840	3.81	3.50	70	3.50	3.99 - 4.69	160	4.55		
Breast	5.99	20	5.99	0.00	, ,	0.00	0.00	.50	1.00		





(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	SOUTH (CENTRAL U.S.		S	OUTHWEST U.S.		NORTHWEST U.S. (AK,ID,MT,OR,WA,WY) 73.3% of 1,200 sampled outlets 0.0% of stores w/ no-price promotions				
	(AR,AZ,CO,KS,	LA,MO,NM,OK,TX	K,UT)		(CA,HI,NV)						
Feature Rate 1/	41.6% of 4,0	00 sampled outle	ets	54.8% (of 2,900 sampled or	utlets					
Special Rate 4/	5.0% of stores w	v/ no-price prome	otions	0.0% of sto	res w/ no-price pro	omotions					
Activity Index 2/	Activity	Index = 2,040		Ac	tivity Index = 2,700)	Activity I	Activity Index = 1,310			
	Price Range	Summa	ry	Price Range		mary	Price Range	Summary			
	(\$/pound)	Stores	Wtd Avg	(\$/pound)	Stores	Wtd Avg	(\$/pound)		Wtd Avg		
WHOLE BIRDS:											
Fresh - Hens											
" - Toms											
Frozen - Hens	1.19	40	1.19								
" - Toms	1.19	40	1.19								
PARTS:											
Breast:								ĺ			
Bone-in, whole								ĺ			
Fresh											
Frozen	1.69 - 1.79	10	1.75					ĺ			
Split, bone-in								ĺ			
Fresh								ĺ			
Rotisserie	7.99	360	7.99	7.99	680	7.99	7.99	340	7.99		
Boneless, whole	3.99	10	3.99								
Cutlets											
Cutlets, thin sliced											
Strips								ĺ			
Tenders	3.99	30	3.99				3.99	10	3.99		
Marinated Tenders	3.33	30	3.55				3.99	20	3.99		
Drumsticks							0.00	20	0.00		
Thighs								ĺ			
Wings											
Necks								ĺ			
Smoked Drumsticks								ĺ			
Smoked Wings Smoked Necks											
GROUND TURKEY:								<u> </u>			
Patties	3.50	10	3.50	3.99	260	3.99	3.48 - 3.49	30	3.48		
Sausage	2.49	20	2.49	3.99	260		3.46 - 3.49	10	3.40		
85% lean	2.49	250	2.49	2.29			2.79	30	2.79		
93% lean	2.49 - 3.99	380	3.37	2.39 - 3.19	680		3.19	40	3.19		
Breast (99-100% lean)	2.49 - 3.99 3.99 - 4.79	770	3.37 4.45	4.31 - 5.99			3.19	600	4.63		
Rolls (frsh/frz 1 lb.)	1.67 - 2.79	120	2.30	4.31 - 5.99	10		2.50 - 2.99	220	2.96		
Specialty ^{5/}	1.01 - 2.19	120	2.30	2.50	10	2.00	2.00 - 2.99	220	2.90		
•								l			
Patties 93-94% lean				4.59	4.0	4.50		I			
93-94% lean Breast				4.59	10	4.59	5.99	10	5.99		
Course UCDA Assistant	Andretine Comitee Deal	tur. Maniliat Narra	O Amalania	(202) 720 6011			5.55	10	3.55		



USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

Fri. Jan 04, 2013

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 01/04 thru 01/10.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

	N	ATIONAL	SUMMAR	RΥ			NORTHEAST U.S.		SOUTHEAST U.S.					
	This	Week	Last	Week	Last	Year	(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)		(AL,FL,GA,MS,NC,SC,TN,VA,WV)					
	81.5% o	f 22,500	61.1% o	f 22,500	68.0% o	of 22,500				, , , , , ,				
Feature Rate 1/	sto	res	sto	res	sto	res	89.2% of 4,400 sampled outlets			80.8% of 6,000 s	sampled outl	ets		
					40		Activity Index = 16,930			Activity Ind	Activity Index = 13,010			
Activity Index 2/	57,	020	34,	360	43,	200	Price Range	Summa	ary	Price Range	Summary			
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	(\$/pound)	Stores Wtd Avg		(\$/pound)	Stores	Wtd Avg		
SERVICE DELI - Turkey									Ĭ	· ·				
Category 1														
Processor Brand	5,400	8.26	3,540	7.90	6,170	8.04	6.48 - 9.99	2,310	8.54	7.99 - 9.99	1,620	8.37		
Private Brand	1,920	7.68	1,780	7.80	2,320	7.15	5.99 - 8.99	1,340	7.69	7.49 - 7.99	230	7.53		
Category 2														
Processor Brand	3,990	5.93	3,040	5.94	5,030	6.06	4.99 - 6.99	1,390	5.52	4.99 - 6.99	1,140	6.67		
Private Brand	6,140	6.62	2,780	6.67	4,220	6.55	4.99 - 6.99	2,180	6.50	5.98 - 6.99	1,520	6.36		
Category 3														
Processor Brand	2,050	4.28	440	3.87	1,510	3.86	2.98 - 3.99	210	3.73	2.98 - 3.98	80	3.74		
Private Brand	70	4.31	120	4.99	580	5.02	3.99 - 4.48	60	4.36					
Turkey Ham														
Processor Brand	760	3.66		3.92	410	3.54	2.99 - 5.49	550	3.70	5.49	20	5.49		
Private Brand	40	3.98			40	2.98	3.98	40	3.98					
Turkey Pastrami														
Processor Brand	530	4.24	170	3.99	280	4.38	3.79 - 5.49	160	4.80	5.49	20	5.49		
Private Brand					30	5.99								
SERVICE DELI - Chicken														
Category 1														
Processor Brand	5,150	7.47	1,370	7.18	1,820	7.23	5.98 - 8.99	2,040	7.78	5.29 - 8.99	2,330	7.28		
Private Brand	2,870	7.08	1,120	7.71	830	7.02	5.99 - 6.99	1,230	6.91	6.99	150	6.99		
Category 2														
Processor Brand	110	5.07	50	5.22	640	6.28	5.88 - 5.99	30	5.91					
Private Brand	130	6.99	160	5.99										
SELF-SERVICE DELI														
(dollars per tub or pouch)														
Turkey 7-10 oz														
Processor Brand	11,770	3.04	· '	3.16	7,120	3.06	2.19 - 3.99	2,150	3.05	2.00 - 3.99	2,770	3.08		
Private Brand	1,740	2.96	2,700	2.86	2,590	2.99	2.50 - 3.50	510	3.05	2.50 - 3.00	160	2.89		
Turkey 16 oz														
Processor Brand	770	5.06	1 1	4.20	730	4.71	4.99 - 5.99	180	5.08	4.99	50	4.99		
Private Brand	240	5.99	350	4.78	90	3.99								
Chicken 7-10 oz														
Processor Brand	,	3.04	6,040	3.12	6,200	3.03	2.19 - 3.99	2,040	3.04	2.00 - 3.99	2,760	3.08		
Private Brand	1,740	2.96	2,520	2.86	2,590	2.99	2.50 - 3.50	510	3.05	2.50 - 3.00	160	2.89		

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)





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Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 01/04 thru 01/10.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

	EST U.S.	SOUTH C	ENTRAL U.S.	SOUTHW	EST U.S.	NORTHWEST U.S.				
	(IA,IL,IN,KY,MI,MI	N,ND,NE,OH,SD,WI)	(AR,AZ,CO,KS,L	A,MO,NM,OK,TX,UT)	(CA,F	HI,NV)	(AK,ID,MT,OR,WA,WY) 83.4% of 1,200 sampled outlets			
Feature Rate 1/	83.0% of 4.000	sampled outlets	70.5% of 4.000) sampled outlets	83.6% of 2.900 s	sampled outlets				
		dex = 10,650	·	ndex = 7,250	·	dex = 6,530	Activity Index = 2,650			
Activity Index 2/	Price Range	Summary	Price Range	Summary	Price Range	Summary	Price Range Summary			
	(\$/pound)	Stores Wtd Avg	(\$/pound)	Stores Wtd Avg	(\$/pound)	Stores Wtd Avg	(\$/pound)	Stores Wtd Avg		
SERVICE DELI - Turkey	(, , , , , , , , , , , , , , , , , , ,		(, ,		\.\.\ <i>\</i>		(, 1			
Category 1										
Processor Brand	6.00 - 10.49	780 7.35	6.49 - 8.99	450 8.01	6.49 - 10.99	160 7.54	6.98 - 11.99	80 9.51		
Private Brand	6.49 - 9.49	300 7.62			7.99 - 8.49	50 8.24				
Category 2										
Processor Brand	4.98 - 6.99	750 6.03	4.49 - 5.99	460 5.54	4.99 - 6.99	200 5.20	4.99 - 5.99	50 5.64		
Private Brand	4.98 - 7.99	780 6.20	5.99 - 7.99	1,030 6.88	7.49 - 7.99	420 7.94	7.49	210 7.49		
Category 3										
Processor Brand	2.99 - 4.99	1,030 4.26	3.79 - 4.99	140 4.81	2.99 - 3.99	160 3.74	3.48 - 4.97	430 4.75		
Private Brand	3.98	10 3.98								
Turkey Ham Processor Brand	2.49 - 5.98	60 3.92	3.19	10 3.19	2.69 - 3.49	120 3.07				
Private Brand	2.49 - 5.96	00 3.92	3.19	10 3.19	2.09 - 3.49	120 3.07				
Turkey Pastrami										
Processor Brand	2.49 - 4.49	330 3.78	5.99	20 5.99						
Private Brand	2.43 - 4.43	330 3.70	3.99	20 3.99						
SERVICE DELI - Chicken										
Category 1 Processor Brand	5.98 - 7.99	530 6.83	6.99 - 8.49	210 7.94			6.98 - 7.99	40 7.74		
Private Brand	5.98 - 9.99	350 6.12	6.99 - 7.99	680 7.33	7.49 - 7.99	440 7.94	7.49	20 7.49		
Category 2	0.00	000 0.12	0.00	7.00	7.10 7.00	7.01	7.10	20 1.10		
Processor Brand	3.98 - 4.99	70 4.73	4.99	10 4.99						
Private Brand	6.99	130 6.99								
SELF-SERVICE DELI										
(dollars per tub or pouch)										
Turkey 7-10 oz										
Processor Brand	2.00 - 3.69	1,940 3.03	1.77 - 2.50	1,820 2.92	1.99 - 4.49	2,180 3.05	2.78 - 4.49	910 3.12		
Private Brand	2.50 - 3.50	710 2.91	2.99	170 2.99	2.99	190 2.99				
Turkey 16 oz										
Processor Brand	4.99 - 5.98	260 5.28	3.97 - 4.99	280 4.86						
Private Brand					5.99	240 5.99				
Chicken 7-10 oz										
Processor Brand	2.00 - 3.69	1,910 3.03	1.99 - 2.69	1,800 2.93	1.99 - 4.49	2,180 3.05	2.78 - 4.49	910 3.13		
Private Brand	2.50 - 3.50	710 2.91	2.99	170 2.99	2.99	190 2.99				

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)